

POTTERY & GLASS



HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, NEW YORK

IT'S THE QUALITY THAT MAKES THE DIFFERENCE
CENTRAL GLASS WORKS
WHEELING, W. VA.

Manufacturers of LEAD
BLOWN, PRESSED AND
DRAWN STEMWARE,
BLOWN AND PRESSED
TUMBLERS, DECAN-
TERS, CARAFES, JUGS,
OILS, BLOWN TABLE-
WARE, ETC.

HOTEL, CLUB AND
CAFE GLASSWARE.



67-6 IN BLOWN COMFORT, OPTIC, ETC.

Our Specialty: DEEP
PLATE ETCHED MONO-
GRAM AND CREST
WORK. IF YOU WANT
REAL QUALITY GLASS-
WARE AT RIGHT
PRICES AND PROMPT
DELIVERIES, TRY US
AND BE CONVINCED
YOURSELVES.

New York, A. P. DOCTOR, 66 West Broadway.
Philadelphia, THOS. DOWNS, JR., 610 Denckla Building.
Baltimore, GREEN & THOMAS, 33 South Charles St.
San Francisco, HIMMELSTERN BROS., 718 Mission St.

*Branch
Offices*

Denver, BERSBACK, MALONEY & Co., 1517 Lawrence St.
Cincinnati, THOS. M. LEWIS, 437 Main St.
St. Paul, S. R. McMASTERS, 632 Endicott Building.
Buffalo, E. S. PEASE Co., 611 Main St.
Salt Lake City, MAUS-STEWART Co., 146 Southwest Temple

FINE TABLE GLASSWARE

No illustration
can do justice
to this line.

It must be seen.

A complete
assortment of
new goods.



Is always on
view at our
various
salesrooms.
It is there
for your
convenience.
Call and see
it.

THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

Washington, Pa.

SALESROOMS:

PAUL JOSEPH, 86 (Old No. 64) Park Place,
New York
JOSEPH TOMKINSON, 213 Commercial
Building, Philadelphia

GREEN & THOMAS, 33 So. Charles St., Baltimore
MARSH & KIDD CO., 617 Mission St., San Francisco

Haviland China

is stamped

Haviland on white china
France

Haviland & Co on decorated china
Limoges

We respectfully remind dealers that the china stamped "**Haviland**" or "**Haviland & Co.**" is the only china known since 1840 as Haviland China and that any other ware with the name Haviland in its stamp cannot be lawfully sold as Haviland China, or without the mention of the name in full with which it is stamped.

Any infringement upon our exclusive right to the denomination of "**Haviland China**" for our ware would oblige us to sue the offender for damages.

Haviland & Co.
11 East 36th St., New York

Wilkinson Company

Manufacturers

Portables Electric and Gas

Underhill and St. Mark's Avenues

Brooklyn, N. Y.



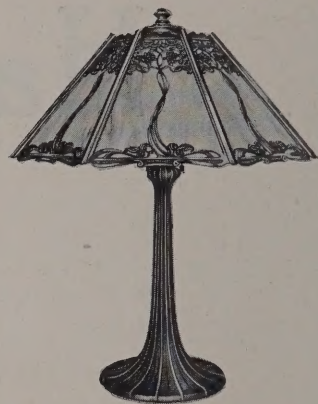
No. 110 \$6.50

*These Portables
Are Remarkable for Quality
and Price*

The Best Designed and Finished
Line of Electric and Gas Lamps
on the market

Finished in Empire Gilt and Verde

ORDER A TRIAL ASSORTMENT NOW



No. 147 \$8.00



No. 252 \$10.00

Every portable manufactured by us is built first for quality—and then marked for price. The same careful attention is given all our goods—size and materials alone determining the selling price.

Get acquainted with the line. Write for our beautiful illustrated assortment sheets, both in black and white and color. The large, clear engravings show every detail of the designs.

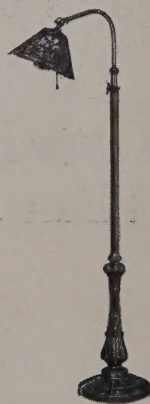
You can't afford to miss this up to date line. New designs and patterns constantly being added. Write for full particulars.



No. 288 \$8.50



No. 291 \$11.00



No. 501 \$10.00



No. 251 \$10.00

PRICES ARE NET AND TO THE TRADE ONLY

Wilkinson Company

Manufacturers

Portables Electric and Gas

Underhill and St. Mark's Avenues

Brooklyn, N. Y.



No. 251 Price, \$10.00 net

TO THE TRADE ONLY

FINISHED IN EMPIRE GILT AND VERDE



"The Beacon Bearer," and "A Safe Landing," two beautiful Pâte Sur Pâte Vases.
By the late M. L. Solon.

POTTERY & GLASS

VOLUME XII. No. 4.

NEW YORK, APRIL, 1914.

TERMS: \$2.00 per year in advance
25 cents per copy.

Getting the "News" Out of Your Merchandise

OFFER SOMETHING ELSE BESIDES "PRICE" IN YOUR ADVERTISING—INJECT PERSONALITY INTO YOUR COPY—MAKE THE GOODS STAND UP AND TALK FOR THEMSELVES

RETAIL advertising is turned out by many of the "Big League" city stores in a manner that even "Bush League" dealers would be ashamed of. These may not have been just the words used by J. R. Hamilton, former advertising agent for John Wanamaker, in a recent address, but they carry the same thought. "Most of us," stated Mr. Hamilton, "are merely cataloguing our facts in as dull and dead a fashion as a fifth assistant librarian in Congressional Library would catalogue his books."

The very first principle of advertising is to animate your merchandise—to make it stand up and talk for itself. Every man has a personality and he ought to be able to talk, even if his merchandise can't. Yet all the most of us have to say for ourselves is "\$3.00 shirts for \$1.95." Most of the time it is a lie on the face of it, and the rest of the time it is uninteresting, because all of the others are saying the same.

It was taught us nearly fifty years ago that a store must have a code of ethics the same as a man, yet most of us haven't learned it even today. We have nothing to offer but a price, and the man with a better price licks us to a finish. If you haven't anything better to say to yourself than "\$3.00 shirts for \$1.95" you had better get out of business.

The store of today has become a public institution, and has got to lead a public life. Instead of a merchant crouching behind his counter and wondering how much his Fourth of July celebration is going to cost this year, he has got to lead that Fourth of July celebration and make a success of it. Instead of the country merchant sitting in a back room and complaining that the roads are so bad the farmers can't get into town, he has got to be a builder of roads upon which the farmer can get into town.

And mark my words, that every merchant and every manufacturer who leads in progressive action today; every store and every business that has a civic pride, every advertiser who tries to build his city into a better

city, builds himself with this city. Every storekeeper who builds a road builds it straight to the door of his own store.

Twenty years ago, to be a merchant was to carry around with you the stigma of trade. Eight years ago when I took my first position as an advertiser, I wore my hat about in the store for fear some of my friends would see me and know I was working there. Today that stigma is entirely gone. The best brains of America are being diverted into trade. The colleges are pouring in their youth. We have found that it requires as much brains to merchandise a dishpan as it does to write a prescription or prepare a brief. Today we have merchants in most of the city councils of the United States. We have merchants in Congress. We have had two of them in presidential cabinets. We have had a shoemaker for governor, and before we finish with it we will put a storekeeper in the White House. And when he gets there I hope he will have something better to offer than \$3.00 graft to sell for \$1.95.

Out in San Francisco, when the fire had swept us clean and the remaining stores had gathered in a little huddled fringe around the hills, when people talked about waiting two years for Market street to be rebuilt, I talked with the proprietor of one store for days until we came to an agreement of ideas. Then we went back to his old site in the dirt and debris of Market street where the iron girders were twisted and gnarled like the limbs of some old oak, and we dug out his 200 feet of ground, and built his store where it had stood before. When it was complete we did not advertise sheets and pillow cases, nor stoves nor clothes, although these were the things apparently that the people wanted most, but what we did do was to come out with one bold straightaway heading that answered the hopes of everybody's heart and gripped the people like a vice.

And the people came. Ten thousand of them

trudged through the mud and mire, the dust and the grime, for twenty blocks to buy something of the store that had the courage to go back; to wish us good luck and God-speed in our venture and to give up their guarantee of success.

I could tell you a hundred instances of the same kind, instances of human interest versus commercial interest, where we animated the merchandise through the fundamental behind the merchandise. I could tell you of how we sold ostrich plumes and artificial flowers and pianos and wash tubs and shoes and clothes and a score of other things, not through a catalogue description and a price, but through some big, warm, almost tangible feeling behind the merchandise.

Now let us see what we have gotten out of this and then stop: First, we have the history of advertising, showing how it had come up to its present form. Next we have today's peculiar forms of advertising, where the big black blatant headings which seem to signify the fact that some great Titanic of commerce has sunk each day, are followed incidentally by subject matter so dull and dry that a stock report would be like a romance compared to it. I have never quite gotten over the amusement of some quite dignified merchant in private life shouting like a street fakir in his advertising.

Next we come to the advertising of the future, which will be published like news because it will be news. And last we have reached what I have called the laboratory method, upon which I have been working for the past several months and of which I have given you a few brief ideas.

This laboratory method is not chimerical. There is nothing dreamy about it. A law of psychology can be just as exact as a law of physics. And in so much as advertising is based purely on psychology and social psychology these two studies must be the basis for all future advertising work.

FRENCH CHINA UNDERVALUATION SUITS SETTLED

AS the result of a conference between the Government attorneys and counsel representing the principal defendants and the China Importer's Association of New York, six of the sixteen suits for alleged under valuation of French china have been settled and the long drawn out contention over custom duties is undoubtedly nearing an end. The uselessness of the entire controversy is apparent to the unbiased mind, the Government's case being based on a technicality. The suits dropped were against A. Lanternier & Co., for \$71,875; T. D. Downing & Co., \$21,466; Alfred G. Moment, \$121,958; Bawo & Dotter, \$169,655; Porcelain G. D. A., \$557,605, and William Guerin & Co., \$367,534. The other ten suits, which involve about \$5,000,000 will be continued.

In discussing the action of the Government, Mr.

Marshall, U. S. District Attorney, explained that the line of demarkation had been drawn between those china importers who had used the consignment form of invoice and those who had used the purchase form. The six houses against which the suits have been withdrawn used the consignment form; that is to say, they entered the value of their imports at the price agreed upon formally some years ago between the Chamber of Commerce of Limoges and the United States Treasury officials. It was represented that they were in no way responsible for the values set down, and that if the Government had erred in putting them too low it was not fair to visit on the firms after several years penalties for the Government's own mistake.

On the other hand, in the case of ten firms which use the purchase form of invoice, they were required to state the price they had actually paid for the goods. If they declared the value agreed on between the Chamber of Commerce and the Treasury agents and paid actually more, it is held by the Government that they made misrepresentations. Each case has peculiar features of its own, but Mr. Marshall explained that there was no thought of criminal proceedings in the matter, as it was recognized that the point at issue had been in dispute for ten and fifteen years and turned upon the interpretation of technical details.

NEW YORK TO HAVE CERAMIC MUSEUM

AS a fitting memorial to the century of peace that has followed the signing of the Treaty of Ghent in 1814, it is proposed to establish in New York City a group of twenty separate museums of as many industrial arts, to be known as the Museum of Peaceful Arts. One of the museums will be devoted to ceramics and clay working.

Each of the twenty industries, according to John A. Stewart, one of the incorporators, who outlined the plans recently, is to have a separate building devoted to it, and all are to be grouped, if possible, around one centre in this city, preferably around a stadium that will include a great inclosure for public meetings.

"We wish to develop some plans for popular assemblage under the right sort of atmosphere," explained Mr. Stewart, "and we feel that nowhere could a better or more useful spirit be provided than in such a group of museums devoted to practically all the industrial interests of the country.

"The buildings will be of stone and concrete, and the one devoted to transportation, dealing with all modes of locomotion from the earliest times, will probably be the largest of the group. The proposed museums, it was said, would be the largest in the world, with a total cost estimated at between \$20,000,000 and \$25,000,000, of which, it was said, the incorporators prospectively had already reason to count on about \$1,500,000 as a nucleus.



Fancy china, pottery and glass department in the Stanley Mills Co., Ltd., store, Hamilton, Canada.

Making Dinner Ware the Leading Item

SPECIALIZING in dinner sets has proven a very profitable idea with the Stanley Mills Company, Ltd., Hamilton, Canada, who carry one of the finest assortments of open-stock dinner ware in that section of the country. Their china and glass department, which also embraces silver ware, is located in the basement where they have ample light and display facilities. They avoid carrying the great variety of lines seen in some stores, and have adopted the policy of sticking to just one line of semi-porcelain dinner ware, one line of Limoges china, etc. All the lines carried are recognized as being of the finest quality in their respective classes. In addition to the dinner ware, they also carry a high grade stock of china, such as Minton, Dresden, Coalport, Wedgwood and Royal Crown Derby. White china and artists' supplies are displayed in a special room for that purpose and meets with a steady sale.

However, it is in dinner sets that the largest display is made. Each design is shown on a separate table set to show as near as possible just how the ware will look in the home. Silver, cut glass, the center piece and

table linen are used to carry out the idea fully. The aim has always been to get a customer started with a few pieces of an open stock pattern, especially during the February and September dinner ware sales, and the re-orders have shown the idea a paying one. To create sales at this time they do not recourse to the price cutting methods of many of the American department stores. As an inducement they have tried out the idea of giving some very desirable article free with every set purchased. At one time they gave a handsome linen table cloth; another time a large mirror placque or a large flower basket, while during the month of February just passed they gave a splendid decorated teapot, and the demand severely taxed their stock on hand. During these sales they also ship freight to any part of Ontario and guarantee against breakage.

In advertising these sales, large clearly drawn line cuts are used in order to show their customers the exact patterns they wish to call their particular attention to, and at times the advertising runs the full width and depth of the local newspaper pages. The Stanley Mills Company cater to a good medium class trade,

POTTERY AND GLASS

and they keep the monthly average price of dinner ware sets at from \$15.00 to \$20.00.

Their cut glass section carries a well arranged stock of specialties, as well as the usual run of staple pieces. In this department they have built up a splendid business, featuring a \$3.98 display. In this assortment they have gathered together the best possible values to be found in the market, sometimes going as high as \$3.25 for some of the leaders. Naturally, in a case like this, the margin of profit is small, but on account of the large volume of business, their showing has been very satisfactory.

Through the continual advertising of the various lines of china and glass in which they specialize, the purchasing public in Hamilton and the surrounding territory have learned to associate the name of the ware with that of the Stanley Mills Company, a combination that has resulted in an increased volume of business the year round.

NEW YORK STORE CHANGES NAME.

OWING, presumably, to the notoriety occasioned by the recent troubles of Henry Siegel and the loss of prestige to that name, the New York corporation, known as the Greenhut, Siegel Cooper Company,

with a large store in New York City, have been granted permission by the courts to change the name of the corporation to the J. B. Greenhut Company, Inc. Henry Siegel was in no way connected with the Greenhut Corporation, but the name was no doubt misleading to many, nevertheless. The J. B. Greenhut Company has been doing an excellent business during the past month, and in spite of the closing of the Simpson-Crawford and the Fourteenth Street stores, Sixth Avenue held its own during the month of March.

FLINT ENAMELWARE BRINGS TOP PRICE

THE sale of old English lustré, American china, pewter and glass, belonging to the connoisseur Walter Clinton Hill, of Boston, was concluded at the American Art Galleries last week, bringing a total of \$13,247.

A pair of Bennington dogs, each carrying a basket of fruit in its mouth, brought the top price of the last session. They were made of Bennington flint enamel ware, 1849, and were unusual and rare pieces. They went to S. H. Lowndes for \$340. T. F. Crowley paid \$195 for one of the rare Whieldon pieces, an oval platter, mottled gray, brown, yellow and green, with a scalloped rope border and brown mottled back.



Another view of the china and glass department in the store of Stanley Co., Ltd., Hamilton, Canada, showing the dinnerware and cut glass sections.

June—The Month of Brides and Cut Glass

PLAN YOUR SALES,
ADVERTISING AND
PRINTED MATTER
NOW—DON'T DELAY



*Once a Year,
in June*

*as a very special
service to those of
our customers with
wedding gifts to buy
and country homes
to furnish, we hold*



PROSPECTS FOR A
BANNER SEASON
NEVER BRIGHTER—
GET YOUR SHARE

NOW is the logical time for the progressive merchant to prepare for the big cut glass business that should result from the many young and oft-times old couples who will choose the month of June in which to wed. June brides are as

natural as the rose in this month of joy and happiness. The greater part of this great country of ours will then be in full bloom and the year at its summit. Ever since the awakening of Spring the movement of things has been upward; the grass has reached its tallest, and the leaves have attained their full growth and splendor. From the end of June life in the country and forests gradually declines, and the Old World starts backward again toward the bleakness of winter. Isn't it then natural, with the year at its crest, that June should be the month for "honeymooning"? June brides are nothing new, the month was regarded as the most propitious for marriages even by the ancient Romans. With weddings an institution in June it should also prove a month of joy to the cut glass trade.

The opportunity for a record sale was never brighter. The "hoodoo" of 1913 is passed, and the superstitious have plucked up courage. When two hundred and sixty-five licenses were taken out on the last day of May, 1913 in New York City alone, what may we expect in 1914 with no mystic numerals to bother. With the expected increase in weddings and the popularity of cut glass as a wedding gift, it behooves the dealer to get his share of the business. Cut glass has attained its hold on the American public because it is a luxury. No bride ever gets enough of it nor will she tire of proudly showing her resplendent crystal closet and brilliant buffet pieces. Highly ornamental and useful, and within the reach of all, cut glass offers the dealer steady sales and good profits.

"What shall I give the bride?" Have you ever faced that troublesome question and then gladly grasped the opportunity to secure an acceptable gift when some wide-awake merchant's advertising answered the question? Put yourself in the place of the prospective buyer and jot down a number of suggestions in cut glass. Price does not mean much at this time—folks don't stint themselves on wedding gifts—they want quality, an article they can look fearlessly in the face

A Sale of China and Cut Glass

A Wanamaker sale caption showing the new style illustrations used in all their advertising.

when they call upon the Newlyweds a year or so later. June was made for brides and cut glass, so play it up strongly. Many methods can be suggested to get June business, but advertising in your local paper in the correct manner tops the list. The show window offers an unlimited opportunity to display the wares; a good mailing list is almost indispensable, and even the motion picture theatre offers a way to bring trade to your store. Brighten up the newspaper copy with well-executed line etchings; keep the type uniform, and, above all, don't follow the mistake of other advertisers and crowd generalities of the entire stock into one announcement. It is far better to specialize, taking, for instance, subjects like "A June Bride's Table," "Filling the Newlyweds Crystal Cabinet" or "Cut Glass for the New Home." Each of the foregoing is an interesting topic and one into which any merchant can inject that newsy human interest matter that compels people to read your advertisement and creates desire to have the advertised article.

Talk quality continually, for its the beauty of design and brilliancy of the finish that appeals, then work back to price, but unless you cater to a bargain hunting trade don't make price the argument. It doesn't take page spreads to sell cut glass—take the case of a small dealer in Pennsylvania who used the news columns of a daily paper to advantage by running short but "newsy" talks every other day. The following is a suggestion of the style employed:

TWO HUNDRED BRIDES IN TOWN THIS MONTH.

W———, Pa., June 1.—Over two hundred marriages will be performed within the city limits during the next thirty days, is the estimate given out by the local License Bureau, who base their forecast on the one hundred and fifty ceremonies performed last year. Striking a general average of fifty guests to each affair, there will be one thousand invited guests each of whom will send a gift. The selection of a wedding gift is a perplexing question to many who have little or no time to shop. The Crystal Shop has just replenished its stock of beautiful cut glass specialties and a visit will end your troubles. A beautifully printed and illustrated booklet "June Brides—their proverbs and superstitions" is our gift to you. Send your card or call in person for one. 2113 Fifth Avenue.

True, an advertisement of this kind can not be used

everywhere, publishers in the larger cities reserving their first three pages to straight news matter. In the smaller cities and towns, however, the reading notice can be worked with profit.

With the newspaper copy bringing people around to the store it is particularly important that the exterior present an appearance that will draw them inside. Therefore, pay strict attention to the window trimming. Plan the displays in advance, bearing in mind that simplicity is a most important consideration. In selecting goods for the window display two considerations are of importance. The newest and most up-to-date patterns and designs, of which there is a large stock on hand, should be exhibited. The purpose of the window is not to display unsalable goods, but to sell goods, and the more attractive the window is made to appear the more rapidly they will sell. Glass before a loud background, or on a similar base, might completely fail of its purpose, so it is well to preserve harmony of color. Background and color must be considered also in relation to light. Thus where a window is so dark that the glass causes great reflection, it is well to use a white background, whereas if in a good light a darker color would be appropriate.

The advertising possibilities of the "Movies" have been greatly exploited of late, and no doubt have considerable value. In the small town or city where almost everyone is familiar with the merchant's name the flashing on the screen of an announcement is effective. All eyes are focussed on the screen continually, and it is almost a certainty that every one present will read the advertising matter and comment on the picture. The "Movie" cut glass slide is here to stay, and has been in considerable demand since the "June Bride" slide was introduced last year by a Chicago wholesaler.

Last, and as important as any other form of advertising to catch the gift business, is the illustrated booklet. Expensive printing will eat up an advertising appropriation quicker than anything else, so care in the selection of paper stock, illustrations and your printer are essential. In the booklet the policy of your store is shown. If you have a reputation to sustain don't have cheap printing matter. The processes of manufacture of cut glass are always interesting, and many manufacturers will gladly furnish engravings. The beauty of your stock can be brought out to advantage in half-tone engravings, the silhouette being the most used. For the text matter use "June Wedding" lore,

Everyone is interested in brides, both old and young, so the booklet that contains "newsy" paragraphs on the subject will enjoy a wide circulation and will pay for itself many times over, besides increasing respect for your store and stock.

As an inspiration for advertising ideas and booklet matter the following "lore" may be of interest to the cut glass dealer. "The matrimonial contract of today is a thousand times more polite than the ceremony of old when the invocations, mummeries and horse-play made it anything but a decorous occasion for principals or guests. The contract of today has lost its engaging frankness of its mediæval originals. In the good old days, when the bride was taken "for fairer, for fouler, for better, for worse," and promised "to be buxom and bonny" to her husband, her father gave the bridegroom one of the bride's shoes as a token of the transfer of authority. The bride was made to feel the change by a blow on the head duly administered with the shoe. How much more significant and eloquent a use of the article than our "refined" custom of throwing it after

the carriage! The husband took oath to treat his wife well, in failure of which she might leave him. As a point of honor, however, he was allowed "to bestow on his wife and apprentices moderate castigation." An old Welsh law lays it down that three blows with a broomstick "on any part of the person except the head is a fair allowance," while another provides that the stick "be not longer than the husband's arm nor thicker than his middle finger."

The bride, however, had her privileges. In certain countries it was her accepted right, the morning after the wedding day, to ask for any sum of money or any estate that she pleased, and her husband could not in honor refuse. A man had to be pretty sure of his bride's "intentions" to run such a risk.

The ceremony of bestowing the wedding ring was formerly much more elaborate than now. The ring was first put on the maid's right hand, where it was worn until

the day of the wedding. It was then surrendered to the groom, who slipped it successively on each of the four fingers of the girl's left hand. Altogether it seems doubtful whether a modern society wedding eclipsed in splendor a thirteenth century ceremony. In essentials they seem to be much alike except that whereas formerly the common people were made free of the grounds and shared in the feasting.

(Continued on page 24.)



An ideal wedding gift from the line of the Empire Cut Glass Co



Practical Law for the Buyer and the Seller

A department devoted to a discussion of the various legal matters that are constantly confronting the man in business; opinions rendered are based upon actual decisions.

Written by Elton J. Buckley.

Collecting Omitted Items After Giving Receipt in Full

HERE is a letter the answer to which should be of general interest:

Elton J. Buckley, Esq.:

Dear Sir:—Please give us some advice as to whether we are prevented from collecting a sum due us by a customer by the fact of our having given by mistake a receipt in full to date. This customer buys large quantities of building hardware and general supplies from us and often takes six months to a year to pay us. There will be a great many items and keeping his account is a big job. He requested us last month to render him an account up to date, and we did so, as we thought, but accidentally omitted one bill amounting to \$225. He had paid the bill we sent him and had gotten our receipt in full to date before we discovered the omission; now he refuses to pay the omitted item, and says it is our loss. We have consulted two lawyers here and one says we cannot collect and the other says we can, so we are at a loss to know where we stand. Would appreciate your opinion, as we read your articles on legal topics regularly and have been greatly helped by them. Should appreciate a personal answer, but if that is against your rule and you answer through the paper, do not use our name.

Yours respectfully,

There is no doubt that you can collect the balance due, if there is no more in the case than you have set forth. Where an account against a debtor is clear and definite, and there is no dispute about it, the creditor, if he has mistakenly rendered an incorrect receipt, can always reopen the matter and collect a balance if he can show it is really owing. The only defense which the debtor can offer, to relieve himself, is "I have paid the very item that you are now seeking to recover." The mere fact that he holds a receipt "in full to date" will not help him in the least unless he can show by positive proof that his receipt included that particular item.

There was a case precisely in point with the one this correspondent cites, decided in Pennsylvania re-

cently, and while it was decided under Pennsylvania law, the decision would unquestionably have been the same in any other State. That was also a hardware case, and the facts and the court's opinion on it are thus set forth by the court itself:

"This is a rule for judgment for want of a sufficient defense. In its statement the plaintiff alleges that it sold and delivered certain articles of merchandise to the defendant in July, 1911; that in August, 1911, it sent a statement to the defendant of her indebtedness to it, in which statement the clerk who made it out omitted the items for goods sold and delivered in July, which are the subject of this action. In her affidavit of defense the defendant admits that she bought certain articles of merchandise from the plaintiff, but that she paid for them in full on August 31, 1912, by a check, which stated on its face that it was "full up to date."

When the plaintiff accepted and cashed the check given to it by the defendant, with the words "in full up to date" upon it, it became a receipt in her hands for all her indebtedness to the plaintiff to that date. The plaintiff was in exactly the same position as though he had given her such a receipt. It was bound by that receipt, unless it could show that something had been omitted from the account for which it was given in settlement, either by fraud, accident or mistake either of law or fact: *Russell vs. Church*, 65 Pa. 9. In its statement the plaintiff alleges that the merchandise purchased during the month of July was omitted by the clerk. This was a mistake on his part. The question raised, then, was whether a mistake had been made, and, if denied, it is a question of fact for a jury: *Krauser vs. McCurdy*, 174 Pa. 174. In order to prevent judgment, the affidavit of defense must deny that a mistake was made, or allege payment of the items in question. This it does not do, but simply depends upon the receipt in full as payment of all claims of the plaintiff against her to its date, viz., August 31, 1911. It thus evades answering the allegation in the plaintiff's statement upon which it depends to recover. Judgment will therefore be entered for the plaintiff for the amount claimed.

The law is very different where there is a dispute over the account, or a difference of opinion as to how much is owed. In such a case, if the parties discuss the account and finally reach an agreement as to how much should be paid to settle it, and the debtor pays that much and gets a receipt "in full of all claims," the creditor can practically never reopen the matter and claim any more, unless he can show either that fraud was practiced upon him, or that other circumstances exist which would make it highly unjust to deprive him of the right to claim an item which was accidentally omitted. In such a case the law would hold the creditor negligent for not being posted about this account and would decline to reopen and put the debtor back where he started from. Reopening here would cost the debtor time and trouble which the creditor would have no right to ask him to undergo. If the creditor could show, however, that the debtor knew all the time that the creditor was omitting something from his basis of settlement, the case would then be reopened because that would be fraud. The difference between such a case and the two cases discussed above, is that in the latter there was no dispute over the account, and no need or effort to compromise. The debtor had lost nothing by the mistake, and as he had gotten the goods, it would be extremely unfair to allow him to escape paying for them merely because the creditor had forgotten to charge him for them—*Copyright by Elton J. Buckley.*

CROCKERY DISTRICT NOW EVENLY DIVIDED

THE gradual shifting of the pottery and glass trade from downtown New York to the former retail section, centering around Fifth Avenue, from Fourteenth to Twenty-third Streets, is truly significant it has created two distinct crockery districts. The downtown district is just as easily reached to-day as it ever was and in one way is superior to the uptown section, for it offers an advantage to the visiting buyer with limited time in that he could make the rounds of a greater number of salesrooms than will be possible in the new district.

Then why has the change been made is asked. The Pennsylvania Railway formerly emptied its thousands at Cortlandt Street, but with the advent of the Hudson River tubes the great terminal was changed to Thirty-fourth Street, in the heart of the hotel district.

This, together with the utter lack of modern hotel accommodations downtown, is undoubtedly one of the chief reasons for the uptown trend of the trade. However, it was the dormant realty interests that made the move uptown necessary. Property owners were slow in putting in modern conveniences. The staid old methods of thirty or forty years ago did not harmonize with the modern ideas of the progressive merchants, with whom the call of modern conveniences was particularly strong. However, the firms that do

remain have insisted upon the remodeling of their quarters, and at the present time the old district can boast of some splendid display rooms.

May 1 will see the removal of many more old established firms, all of which will locate on Fifth Avenue or adjacent streets. However, the division of the trade, as a whole, is about even. Of the forty odd importers of china and glass in the New York market all but sixteen will be located above Chambers Street. There will be eleven importers of French ware uptown and ten downtown; eight German china importers will show downtown and sixteen uptown; sixteen cut glass showrooms will be located uptown, twenty-eight downtown and eighteen in Brooklyn. The lamp and fixture trade show the largest number uptown, of the seventy concerns listed but fifteen are downtown, the remainder being scattered from Bleecker Street to Forty-second Street, the majority, however, centering around Twenty-third Street.

Among the firms to move this Spring are Lazarus & Rosenfeld, who have leased the five-story and basement building formerly occupied by James McCutcheon & Co., at 14 West Twenty-third Street and extending through to Twenty-second Street. The lease was taken for a term of years at an estimated aggregate rental of \$150,000; Max Herbert has taken the ground floor and basement of the building directly opposite the Twenty-second Street entrance of Lazarus & Rosenfeld, at 6 and 8 West Twenty-second Street, while the Dunn Sales Company will occupy the store adjoining the United Cut Glass Company, at 10 West Twenty-second Street. The building at 35-37 West Twenty-third Street will be completely devoted to china, glass and lamp interests, the whole having been leased to the S. Herbert and Thos. Shotton Cut Glass Companies, and sub-let. Firms to be located here are: The Pittsburgh Lamp, Brass and Glass Co., E. R. Thieler, importer; Edward Boote, importer, and Ed. Torlotting, importer. Further down the avenue Rowland & Marsellus Company, Fondeville & Van Iderstine and T. W. Hamilton have taken new quarters. The Royal Copenhagen Porcelain Works, formerly located in West Thirty-third Street, have opened new showrooms at 256 Fifth Avenue.

MANY POTTERS ATTEND SHORT COURSE

THE short course of instruction for practical potters given by the Department of Ceramic Engineering, Ohio State University, Columbus, March 23 to 29, was well attended, the largest registration being at the sessions held on Thursday and Friday, March 26 and 27. The course was the first of its kind offered in America and nearly every pottery of prominence within easy traveling distance was represented. The lectures were systematically arranged and in most instances were followed by laboratory demonstration.

Tile Linings—A Moorish Gift to Modernity

IN HOTELS, IN PRIVATE RESIDENCES, IN THEATRES, ON SHIPBOARD, WE ARE USING TILES TO-DAY WITH GREAT SATISFACTION, BECAUSE THEY ARE SANITARY, BECAUSE THEY ARE FACTORS IN GOOD DESIGN—YET WE ARE ONLY REVIVING AN ART WHICH FLOURISHED MANY CENTURIES AGO, AND FOR THE SAME REASONS.

PERHAPS the most obvious and enduring effect of Moorish tradition lies in the use of tiled linings. The manufacture of colored glazed tiles in the East is as old as history. It was introduced into Spain by the Arabs, perhaps, as early as the eighth century, but no existing examples can be proved to be earlier than the thirteenth. Their beauty of color, and the cool expanses of floor and wall surface which they provide, so grateful in the torrid heats of summer, earned them a wide popularity in the Peninsula which they have ever since retained. In the earliest examples the tiles are self-colored—either bluish-green, brown, dark violet, or milky white, and of various shapes, and they are laid in geometrical patterns. Later on a process was invented of producing a pattern on single tiles, by cutting a design in incised lines on a wooden stamp, which was reproduced in raised lines on the soft clay; color was then run into the intervening spaces. The designs were usually of the star type, but grotesque animals and flower and foliage motives were sometimes introduced; a little later embossed tiles, especially in vine patterns, came into use. At Cintra are several rooms, decorated with high tile dados of some of these kinds of tiles, some of them being finished with cusped and crocketed crestings. The tiles used are mostly self-colored, or nearly so; but the old cathedral at Coimbra exhibits fine examples of patterned tiles of the fourteenth century clothing the walls, and, till the recent restoration, also the piers with a bewildering variety of richly-colored devices, producing a tapestry-like effect.

At the Renaissance the star patterns were supplemented by scroll and other flowing ornamentation, and the range of color became more varied, being painted on the tiles without bounding ridges. The pat-

terns are sometimes continuous, covering the whole walls, as in the seventeenth-century sacristy of Santa Cruz, or enclosed in architectural borders, as at São Amaro at Alcantara. About the same time lustre tiles—first pale gold and later red gold—also came into use, and were employed extensively.

But after the expulsion of the Moors in 1609 the art of the tile-maker gradually declined, the colors lost in brilliance, and their range became restricted to blue designs on white grounds, with purple and yellow as occasional variants. The blue and white technique seems to have arisen simultaneously at Delft and in Portugal, and in each case seems to be the outcome of a desire to imitate Chinese porcelain, then becoming known in Europe.

Many of these tiles had a single flower vase or figure subject on each. But the practice of making large figure subjects in ornamental border, with a portion only of the total design painted on each individual tile, came in in the sixteenth century and continued till the early nineteenth. An example occurs in the nave of the Santa Cruz at Coimbra.

Tile linings were applied, not only to rooms, but to cloisters, tanks, steps, garden seats, and even roofs, but their use for entire house-fronts, now common in Portuguese towns.



A Section of the china, glass and lamp store of Austin & Co., Battle Creek, Mich., showing the important display given to hand painted china.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.

CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.

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THE SECRET OF SUCCESS IN SALESMANSHIP.

EVEN if a salesman lacked every other quality but enthusiasm, he could sell goods in the hardest fields of commerce. He could meet a customer, and, by the dominating strength and persistence of his belief that his product was the best in the world he could effect a sale in nine cases out of ten. For enthusiasm is what makes real the merits of any commodity.

The best painting in the world, painted by the greatest master, is valueless unless there is someone to enthuse over it. And the greatest commercial product, with every merit that an article of its class could possess, would be worthless unless someone enthused over it.

A salesman who knows his goods may fail, because he takes no interest other than in reciting by rote his pedantic knowledge, and a salesman who talks well, and has a strong personality, may fail likewise, because he neither knows his goods nor can enthuse over them. But the salesman who possesses a knowledge of his goods, and the enthusiasm to use this knowledge aright, can succeed anywhere.

In speaking along these lines recently, a Harvard professor linked enthusiasm with hypnotism, and, in his description, good salesmanship was psychological cleverness. He further stated that unless the interest of the salesman was so wrapped up in the qualities and the beauties, and the merits of his goods, he could

not generate this enthusiasm or hypnotism to the extent necessary to effect a sale. He knew a factory, he said, which instructed its selling force constantly on this item of enthusiasm, and cautioned them when they delivered articles from house to house for inspection to draw a pencil and pad from their pocket, and to stand facing the housewife with them. The immediate purpose, the professor explained, was not to have the salesman ready to write an order, but to leave neither of his hands free into which the housewife could return the article if she did not want it. This is psychological cleverness—and it is enthusiasm as well, for it shows that the salesman believed enough in the goods he was carrying to imagine everyone would want to buy them at sight.

In the decision between cleverness, and knowledge, and enthusiasm, always choose enthusiasm. It will carry you further toward success in salesmanship than either of the other two qualities. And if you are fortunate enough to link it up with either or both of these remaining qualities you will be invincible.

OUR POCKET DIRECTORY.

SINCE the publication of the Pottery and Glass DIRECTORY early in March, we have received many commendatory

letters regarding its practical value and general worth. It does indeed fill a long felt want. For up to the time of its issuance there was no satisfactory compilation in the trade giving a list of all the activities directly connected, or closely associated, with the pottery and glass field. And not only does the Pottery and Glass DIRECTORY classify and sub-classify the manufacturers and importers all over the United States, but it offers as well a convenient department devoted solely to those firms doing business in Greater New York. And in this section the addresses and the telephone numbers are given, so that a buyer who is prevented from making a personal call on any concern can, after reference to this New York section, consult them on the wire about whatever matter he is interested in.

The convenient size of the book also has been discussed upon, and it has been an item of wonder to many of our readers and subscribers just how we were able to assemble all the various information in the book in such a compact space and convenient form. It is sufficient to answer these of our friends, perhaps, by stating that neither time nor energy was spared in making the DIRECTORY as absolutely satisfactory, from every angle as was possible, and we believe, in the receipt of the many letters that have come to us, that we have succeeded excellently well. It may be interesting to read extracts from some of these letters, and for that purpose we print the following:

(Continued on Page 20.)

Cash or Credit—Which?

AN INTERESTING CHAPTER FROM "WHERE HAVE MY PROFITS GONE?" BY M. P. GOULD
—AN IDEAL WORK ON BUSINESS SYSTEM

EVERY retailer has puzzled his brain over the question, as to whether he will make more money if he sells for cash only or for credit and cash. It is an important question. There are few other questions in the retail problem which are more important.

Indeed, this question is a sign post at the parting of the ways.

Let us see if we cannot dig down to the bottom of the matter, discussing the advantages and disadvantages of every side of the question, so that every retailer, little or big, will have a broad understanding of all of the problems and possibilities relating to cash or credit in every kind of business. In the first place, it ought to be known that the great bulk of the world's business is done on credit. Credit is the "warp and woof" of commerce. The moment there is any attempt made to do business as a whole on a cash basis, there is a panic.

The manufacturer buys all of his goods on credit, and sells them on credit. There are so few exceptions to this statement that they can be disregarded. The railroad carries most of its freight on credit, the telephone and telegraph companies do most of their business on credit; the gas and electric light companies do practically all of their business on credit; all building construction is done on credit; the eight hundred million dollars worth of advertising done every year in the United States is nearly all done on credit. Ninety-five per cent. of the banking business is done on credit—a proportion as surprising as it is impressive. All of our vast exporting and importing trade is credit business. Only the little "classified" advertisements are paid for in cash, and the reason for this represents a fundamental reason for cash business of any kind, as you will see later.

Indeed, the chief reason why there has been such a continuous and urgent appeal for a better government monetary system, is the universally acknowledged need of a more flexible and expansive credit, such as they have in England, France and Germany. In view of these facts, why is it that so many retailers have felt inclined to discontinue credit trade and sell only for cash?

Of course, briefly stated, the reason is that they have lost so much money that belonged to them, for goods which they sold on credit, but were unable to collect.

Why were they not able to collect that money?

In answering this question, we give six general reasons, for some retailers wanting to change from credit to cash.

First: Because they were too liberal with credit; they gave more credit to some people than those people were entitled to. They gave longer credit to others than they should; they were careless in handling the credits; they did not look upon a dollar's worth of credit as an actual dollar of real money.

Second: The old "Day Book and Ledger" method of handling charge accounts was so unreliable and was the direct cause of so many losses that merchants became discouraged about the whole credit business; they did not see that it was not the customer's fault, but in reality and fundamentally their own fault because of their method of handling credits.

Third: In every phase of commercial life—retailing, jobbing, manufacturing, transporting, advertising—there has been for some time a growing tendency to shorten credit. Instead of the old way of giving two, three, four, six or twelve months' credit, the time has been cut down to thirty days, or, in rare cases, sixty or ninety days. This has been brought about by the growing demand for cash. In no part of the world do conditions change so quickly as in the United States. In no other country do people go to such extremes. We are an optimistic "progressive" people. We build and bank on "futures."

The jobber knows that if, instead of giving thirty to sixty days' credit, he will give from 2 per cent to 5 per cent discount, he can get practically all of his money back in ten days. With that money in his hands, he can then drive a better bargain with manufacturers—with certain manufacturers, who may for the moment be in financial difficulty, or who for any other reason may want the money quickly.

The manufacturer who frequently, because of advertising and selling methods that he has entered into, finds his business growing faster than his capital can handle, makes cash discount inducements to the jobber and to the retailer. Hence, from the manufacturer and jobber, the retailer is having a constant demand for quick money. The retailer logically and inevitably says: "The only way I can get quicker money is to either sell more, or everything for cash, and less, or nothing, for credit."

There is a glaring fault of argument right here. It will be answered later.

Fourth: There are a great many people who are good merchants and good salesmen, but who do not like bookkeeping. It bothers them; they do not understand it; they think it is a useless expense; they are therefore careless with it, and it therefore becomes a serious source of loss to them. What a man can master, he likes; if he cannot master it, he does

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not like it. Hence, the general antipathy and hostility towards bookkeeping.

Fifth: In some sections of the country the public has done an injustice to local merchants. They buy on credit from their home dealer, but when they sell their potatoes, or cattle, or hogs, or apples, or truck, or grain, or fruit, or other crops they are not always careful to pay up their old accounts; instead, they take some of the money, and sometimes they take all of the money and buy for cash of the Mail Order houses, or of the big cash city stores. This has become so exasperating to local merchants that in many places there has grown up a feeling that the only way to get even with such people is to make them pay cash for what they buy at home.

Sixth: Many stores have given credit to a class of people who were not entitled to credit. The same thing has happened which would happen if we had immediately given self-government to the Filipinos, or if any savage or semi-barbarous people were given the right to govern themselves by ballot. The great industrial development of America has brought into our commercial life millions of people who are hard working and industrious, but have not yet learned to fully adjust themselves to the liberty of American methods.

A man who is used to commercial dealings of any size knows that it is an utter impossibility for him to succeed if he does not consider a debt as obligatory upon him as any other contract could possibly be. He cannot dodge it, he cannot neglect it, he cannot evade it, and get anywhere in the commercial world. The very keystone of his business is credit integrity.

Now if any retailer gives credit indiscriminately, and does not take care of it properly, he is bound to have a certain class of irresponsible, and, commercially speaking, inexperienced people, who will try to evade ordinary bills, because they do not understand the meaning of credit obligations.

Such people should not have credit, except to the extent to which they can and will handle it easily and promptly.

The above are the main arguments of those retailers who are thinking of or desiring to change from a credit to a cash business.

Now, what are the arguments in favor of a credit business?

First: The best class of people in every community wish to buy on credit, whether they have a bank account and pay by check, or go to the store in person and pay cash. As a class, these are the people who make the largest purchases, who buy the best quality of goods. Therefore, they are the most desirable customers for any store which deals in the quality of goods which appeals to such people.

Second: If a family runs a charge account with a store, that family is apt to buy in that store with greater regularity. The dealer can count on a certain

trade from that family which will not vary very much. When he has enough trade of that character he can figure quite accurately on the amount and the kind of trade which he will have.

Third: There is a friendly feeling between the dealer and his charge customers. He knows them by name, knows exactly where they live, knows how much of their trade he is getting, and knows whether it is worth while for him to be extra accommodating to them. On the other hand, the customer knows the dealer in a better way—particularly if he encloses an itemized bill with each purchase. Indeed, the personal acquaintanceship between the small merchant, and his customer, particularly charge customers does more than any other thing to keep the big store from getting all of the retail trade. Human nature has not changed; the big store may be interesting and dazzling, but most of us like to do at least some of our trading in a store where there is a friendly feeling and personal acquaintance between ourselves and the dealers.

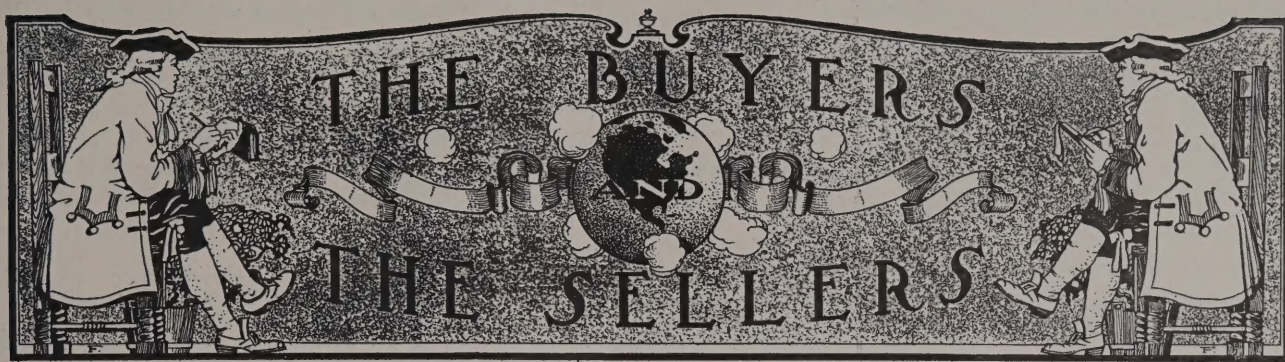
Fourth: The charge customer is not so inclined to "shop around" and pick things to pieces and drive a hard bargain, and wrangle over prices as is the cash customer. This is a more far reaching argument than may at first appear. There is something subtle and psychological about it. A woman with the money in her hand feels that she can be just as "saucy" and just as mean as she wants to be with the dealer; she is independent, she has got the money, and she can trade anywhere.

For that reason she is more apt to trade this week in one store, next week in another, and where she pleases in the third. She becomes an inveterate shopper—she is not a good customer of any store, but scatters her trade here, there and everywhere, until it is not worth a great deal to any one store.

Fifth: In a store where all of the business is cash, there is a greater opportunity for employees to make money by being dishonest. They get the actual money in their hands. The dealer is not so apt to make a written record of every transaction, since he gets the money right on the spot and thinks that he does not need to make a record of it. That is the chief reason why cash stores, as a rule, often have more trouble with dishonesty than do credit stores. The employee working in a credit store does not have the opportunity to get his hands on the money, nor to get the money in his pockets, as do employees working in a strictly cash store. No matter how small a store may be, it must make a duplicating sales check record of every transaction if it expects to stop such losses.

Just think what it means when one of the acknowledged leaders in the cash retail business admits that his store loses by dishonesty two per cent of its gross sales annually.

(To be continued)



Business and Personal Items About Prominent People in the Different Branches of the Trade

HOLLANDER—Harry M. Hollander, for sometime past china and glass buyer for the Siegel Cooper Co., Chicago, Ill., has resigned to take over a similar position with the W. & A. Bacon Co., Boston, Mass. He will look after the trunk and bag section in addition to the china and glass.

SCHNIAGL—A. Schniagl, formerly china and glass buyer with the Simpson-Crawford Co., New York, and later with Mandel Bros., Chicago, has succeeded H. M. Hollander at the Siegel Cooper Store, Chicago.

MYERS—N. C. Myers, for sometime past with Strouss Hirshberg Co., Youngstown, Ohio, is now buying the china and housefurnishings for the Wm. Hengerer Co., Buffalo, N. Y.

WARNECKE—Henry E. Warnecke, well known to the trade as foreign buyer for the retail firm of Higgins & Seiter, New York, has engaged with Henry Creange, Inc., importers.

GAY—H. Gay, who was assistant buyer of pressed glass, dinnerware and housefurnishings for twenty-two years for Hahne & Co., Newark, N. J., and who resigned recently, has engaged to buy china, glass and housefurnishings for the Hunter-Tuppen Co., Syracuse, N. Y.

GILMAN—L. F. Gilman, formerly connected with the Boston Store, Milwaukee, as assistant china and glass buyer, is occupying a similar position under L. C. Moses at the new store of the Kaufmann-Baer Co., Pittsburgh, Pa.

REICHENBACHER—F. W. Reichenbacher, the New York manufacturer's agent, has been appointed local representative for the line of the C. F. Monroe Co., Meriden. The line has been shown at the factory for the past year or so.

DUNCAN—Harry B. Duncan, of the Duncan & Miller Glass Co., Washington, Pa., stopped over in New York the latter part of March after his return from a short sojourn at Atlantic City, Mrs. Duncan and their daughter accompanying him. While in New York Mr. Duncan paid a visit to Paul Joseph, who represents his factory in the Metropolitan district, and was shown the new quarters Mr. Joseph will occupy in

the near future. He was very much pleased with the location and thinks Mr. Joseph has made a wise selection.

MOSCOWITZ—Harry Moscovitz is back in his former position with the Simpson-Crawford Co., New York, and in addition to handling the china, glass and lamps he has charge of and will buy for the trunk, bag and toy departments of the re-organized concern.

HINES—J. J. Hines, carrying his lines of Limoges china and Bohemian glassware, left the end of March on an extended trip through the West. He is not expected to return until early June.

MILLER—John J. Miller, head of the importing house of Maddock & Miller, New York, was recently tendered an interesting birthday gift from his associates in china and glassware in the form of a magnificent Colonial hall clock, the occasion being the celebration of his reaching the half century mark. For the past thirty-four years Mr. Miller has been identified with the china business, starting with a Trenton, N. J., pottery. Since the early nineties he has been an importer of china and earthenware in the New York market.

PLAUT—Herman Plaut, of the L. Plaut Co., fixture manufacturers, New York, has been elected to the Board of Directors of Ripley & Co., Inc., Pittsburgh, Pa.

BAUM—Charles Baum, the New York manufacturer of mirror plateaux, left last week on a three weeks' tour of the principal cities of Canada showing his new samples.

BLUMENAUER—C. H. Blumenauer, president of the Jefferson Glass Co., was a visitor at both the New York salesrooms last week.

MOSES—L. C. Moses, china and glass buyer for the Kaufman-Baer Co., Pittsburgh, Pa., spent some time during the early part of April at the firm's New York headquarters.

BRONNUM—Emil C. Bronnum, of the Royal Copenhagen Porcelain Works, has returned to New York after a short road trip, and will sail for Denmark on May 1.

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HAWTHORNE—Guy Hawthorne, the popular young china and glass buyer with Jordan, Marsh Co., Boston, returned from his annual trip to foreign markets on the SS. George Washington last week. He has been abroad since early in February.

BENEDIKT—W. G. Benedikt, of L. Bamberger & Co., Newark, N. J., arrived home from abroad last week on the SS. Imperator.

SCHOENTHAL—Lee Schoenthal, of Gimbel Bros., Philadelphia, who has been abroad for some time, returned last week aboard the SS. Kronprinzessin Cecile.

RICHARDS—J. L. Richards returned from a short trip abroad last week in the interests of Hale Bros.' group of California stores.

With the Oversea Travelers

HERBERT—Max Herbert, of the United Cut Glass Co., New York, accompanied by his bride of a few weeks, returned from a combined business and honeymoon trip abroad the s. s. George Washington, Tuesday, April 7. While abroad Mr. and Mrs. Herbert visited the Leipzig Fair.

JONES—Mr. Jones, of J. & G. Meakin, Staffordshire, a visitor in this country for the past month, sailed for his home Tuesday, March 31, on the s. s. Lusitania.

HASS—Charles Hass, buyer of china, glass and art ware for the S. & G. Gump Co., San Francisco, Cal., sailed for a visit to the European markets aboard the s. s. Olympic, Saturday, March 28, accompanied by Mr. and Mrs. A. Gump, of the firm.

HAWTHORNE—John Hawthorne, buyer and manager of both the Philadelphia and New York china and glassware department of the Wanamaker stores, together with his Philadelphia assistant, Fred Seubel, are expected home sometime this month. They sailed abroad on the s. s. Kaiser Wilhelm II March 10.

SCHAEFER—Max Schaefer, of the Max Schaefer Co., lighting fixtures, New York, was a passenger on the s. s. George Washington, which arrived in New York, Tuesday, April 7.

PLAUT—Leopold Plaut, of L. Plaut & Co., manufacturers of fixtures, is expected to return from a visit to the European markets the latter part of April.

IRWIN—J. R. Irwin, buyer of china and glass for the Emery, Bird, Thayer Dry Goods Co., Kansas City, Mo., was among the returning travelers in March. He came back aboard the s. s. Kronprinzessin Cecile.

JASMANN—Albert Jasmann, with Meier & Frank, Portland, Oregon, returned from a very successful

purchasing trip the latter part of March on the s. s. Imperator.

HALLENTHAL—Louis Hallenthal, of the Bon Marche, Seattle, Wash., was another far Western buyer aboard the Imperator. In addition to securing a fine assortment of new goods Mr. Hallenthal brought back a bride. The ceremony was performed in Berlin.

Our Pocket Directory

(Continued from Page 16.)

Here is what the china buyer of Washington's biggest department store says:

"We are in receipt of your Pottery and Glass DIRECTORY. It is excellent, and we express our thanks to you for sending it on."

One of New York's leading agents says:

"Your DIRECTORY received. Certainly you have gotten out a very fine piece of work and it should be of great service to all concerned."

This is part of a letter from Bangor, Me.:

"We are in receipt of your DIRECTORY of the pottery and glass trade and we wish to express our thanks for your courtesy in sending us this extremely useful little volume."

A wholesaler in Newark, N. J., writes:

"Please accept many thanks for the Pottery and Glass DIRECTORY which is appreciated. Success to you."

An importer and manufacturer making accessory materials for the pottery and glass trades sent this unsolicited appreciation:

"We beg to acknowledge receipt of your Pottery and Glass DIRECTORY for 1914 and have looked through it with care. We wish to congratulate you on your enterprise in getting out this DIRECTORY, as to all interested in the lines covered, it must undoubtedly be found a medium for handy and accurate reference and thereby prove of regular service to them."

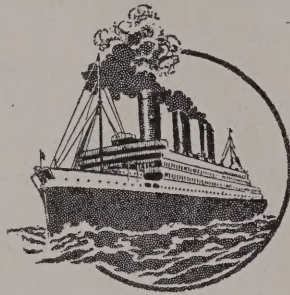
Here is an appreciation which requires no comment:

"The Pottery and Glass DIRECTORY for 1914 reached me a few days ago, for which I wish to thank you. I have seen quite a few of these so-called directories in the past thirty years, but this is the best compiled list of manufacturers and their representatives that has yet been placed before the trade. It is a very valuable book to buyer and seller, as it gives the city and state where the goods are manufactured. Besides this, there is a lot more useful points to be obtained from this little book and I would advise those who have not got one, be he a buyer or a seller, to obtain a copy as the cost is very small. It is certainly worth more than this to anybody in the china or glassware business. With best wishes and success for your DIRECTORY, which fills a long felt want in our trade circle, I am."

And this comes from one of the leading jobbers in the country:

"Mr. ——— of the ——— Company advised me that I was to receive a Pottery and Glass DIRECTORY. Almost in the same mail I received the same. I have only glanced through this condensed, handy DIRECTORY and I find that it is gotten up for the convenience of the trade. A buyer interested can locate the party wanted most readily. I am sure that you should receive a great many favorable comments in connection with the usefulness of this book. Thanking you for the courtesy extended in forwarding a copy to me, I am."

Every one of the above letters (and we have scores of others) is genuine, and we will gladly produce the original to refute the statement of any one who maintains otherwise.



In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

THE display of earthenware and china shown by the European Textile Co., 222 Fourth Avenue, has been further augmented during the past few weeks by the arrival of an assortment of exquisite breakfast service sets, fruit centre pieces, tea, coffee and mocha sets in the finest white porcelain, and decorated in modern Austrian art motifs. The shapes are decidedly quaint and interesting, but, perhaps, it is the novelty of the decorations that makes the ware particularly attractive and distinctive. Nothing of its kind has been shown in the American market heretofore and it should prove a ready seller in the shops and stores catering to the medium and high class trade. In addition to the various sets shown any decoration can be had in complete dinner service. Some of the decorative motifs are indeed unique, one tea set having broad perpendicular stripes of coin gold and black, another has panels of old rose with small floral inserts on a pure white ground and coin gold handles. The line is known as "Wienet Porcelain" and is worthy of the inspection of every visiting and local buyer.

* * *

The line of the Corona Cut Glass Company has been taken over by Frederick Skelton, and samples of the entire collection are now on display at his

This department is designed to give a brief account of some of the latest things that make their appearance in the pottery, glass, lamp and art metal markets, and where they may be obtained. For the busy buyer and retailer this information is especially worthy of perusal as one suggestion from the entire list may open a source of profitable business to him. New designs in cut glass, new shapes in china and pottery, perfections and improvements in standard goods, interesting treatments in metal ware, and the latest styles in lamps, will be featured as far as practical, and those wares that are running popular in certain parts of the country will be given mention. If any of our readers want to know further about any style of goods described in these columns we will be glad to advise them to the best of our ability.

Murray Street showrooms. The line consists of light cuttings on lead blanks, floral decorations predominating. Among the popular designs shown are the snake and floral, a combination mitre-floral design that is especially attractive. The poppy, dahlia, daisy and wild rose are also beautifully executed patterns and strong sellers.

* * *

The Cut Glass Products Company, Fifth Avenue Bldg., are now carrying the line of the Empire Cut Glass Company, of Flemington, N. J. Many interesting shapes and cuttings are contained in the line, the "Angelo," a combination mitre, C. B. and floral design being especially pleasing. This cutting is shown on a variety of pieces and stands out richly on such pieces as vases, water bottles, bowls and jugs. Careful attention to details and a beautiful finish has made the Empire line one of the best quality lines on the market offered at sale-making prices.

* * *

Department stores throughout the metropolitan district are catering more and more to their suburban trade and have found that jardinières, flower boxes, urns and fern dishes in pottery have been exceedingly successful. Evidence of this is given by the constant

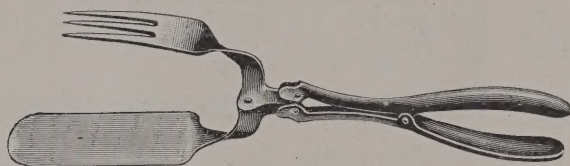


The charming "Diamond" pattern, a popular new design with the Jewel Cut Glass Co., displayed in New York by the Cut Glass Products Co.

call for the line of "Moss Aztec" ware made by the Peters & Reed Pottery Company, and shown in the local market by William W. Warrin. During the recent Flower Show, in New York City, many orders were taken from florists, in all over five hundred accounts have been opened with this class of trade during the past nine months.

* * *

Housefurnishing buyers will undoubtedly be interested in a new kitchen article recently put on the market by the Defiance Tool & Utensil Co., which they call the "Chefaid." The tool will readily be appreciated by the chef, for it enables the rapid and sanitary



The "Chefaid" a new kitchen utensil just put on the market

handling of all manner of foods such as individual portions, green corn, etc., without loss of time.

* * *

As all china and glass departments and shops carry white ware and artistic materials the mention of a new firing board for potters and amateur painters may be of interest to buyers of artists' materials. The new board is carried in stock by L. Reusche & Co., New York, in two sizes, eight by eight inches and twelve by twelve inches. It is stated that the new board is more durable than the one now in use.

* * *

John Nixon, the New York representative of the Fostoria Glass Company, is displaying new lines of deep etched and light cut flower vases in unique shapes, that are very attractive, floral decorations predominating in the etched ware, while the patterns on the cut pieces are conventional border designs. In addition to the vases, he is showing a number of bowls with wire mesh tops for cut flowers.

* * *

The Diamond Glass Company has sent their New York selling agent, William Dealing, a new set of iridescent table ware that has been very successful with the jobbing trade. The set consists of a sugar, creamer, butter dish and spoon holder. The glass has a soft golden copper color.

* * *

The display of French dinner and fancy ware at the showrooms of J. J. Hines, has been augmented during the past month by a shipment consisting of three open stock dinner ware patterns, and a number of fancy pieces which will be carried in stock for the time being. One pattern consists of a beautiful en-crustated gold decoration in characteristic French de-

sign, the half inch gold border and coin gold handles on well modelled shapes making the offering an exceedingly attractive one. Another pattern that is particularly interesting, consists of a coin-gold rim with a drop design outlined in black. A new decalcomania with matte gold handles and rim is also included in the assortment. These three patterns in addition to the fancy pieces, all in harmonizing designs, are the product of the new factory this concern took on this season.

Among the Retailers

A Column Devoted to Happenings in the Retail China and Glass Trade.

SIXTH AVENUE, New York, experienced an influx of shoppers on Monday, April 6, that gave the popular shopping centre the appearance of the Christmas holidays. The crowd was occasioned by the re-opening of the Simpson-Crawford Co. store, and as a result all of the Sixth Avenue stores did a fine business. The re-opening of the store, backed by strong mercantile-interests, has restored the confidence of the public and it has responded in a gratifying manner.

The Simpson-Crawford Corporation, incorporated in Albany late in March with a capital stock of \$3,500,000, to do business as a department store, elected the following officers: Alexander McLachlin, President of the O'Neill-Adams Company, President; Frederick W. Wakefield, Vice President; J. S. Dale, Secretary, and J. T. Ochiltree, Assistant Treasurer.

One of the first acts of the Directors of the Simpson-Crawford Corporation was to vote unanimously to instruct the treasurer to pay to the Sick Benefit Association of that store its small fund that was deposited in the private bank of Siegel and Vogel. The fund was made up of an assessment of the employes of 2 per cent. of their weekly wages each month. During the holiday season the assessment was raised to 4 per cent. of their weekly wages.

* * *

On Saturday, March 14th, the stock of merchandise of the Henry Siegel Company was sold to W. & A. Bacon, whose Roxbury, Mass., store was destroyed by fire several weeks ago. At the same time this firm bought all the fixtures contained in the Siegel Building as well as all the rolling stock and delivery equipment of the bankrupt company. The building was leased to them at a considerable reduction from the previous rent, and while the Henry Siegel Company closed its doors for the last time on Saturday night, on Monday morning W. & A. Bacon opened its doors to the Boston public. As the firm of W. & A. Bacon have been in business for about a hundred years and are favorably known to the public of New England, the new undertaking is assured of success.

Lamps, Lighting Fixtures, Shades and Art Metal

THERE is a growing tendency on the part of lamp manufacturers to produce goods in which quality, and not price, is the principal selling point. The day of the cheap leaded glass portable is over and the dawn of a brighter era is before the lamp manufacturer. Semi-indirect ceiling fixtures have largely taken the place of domes in the decorative schemes of the modern home; the soft, diffused and evenly spread light lends a feeling of quiet refinement wherever the semi-indirect system is used. The artistic merit of the newer lines is also greatly improved, manufacturers paying more attention to the classic decorations of the old Masters than heretofore. The designs of the Adam brothers and the classic scrolls and embellishments of the Empire period being strongest in favor with designers at the present time. However, the decorative trade is particularly interested in the English periods, and the manufacturer will do well to feature Old English designs.

* * *

One of the finest lines of portables, desk and floor lamps for gas and electricity now seen in the market is being displayed by the Wilkinson Company at their factory warerooms, Underhill and St. Marks Avenues, Brooklyn. The line is graded into five assortments of six pieces each, and ranges in price from \$39 to \$66 per set. These portables are the product of the best skilled labor obtainable, and nothing in the material or finish has been stinted to bring down the price—it is a quality line offered at a price that is truly remarkable. There is a slight reduction on gas portables and special discounts on quantity orders. Even in the cheapest assortment the overlay design is an adaptation of the Adam period decorations, the urn, rosette and beaded border being faithfully reproduced. As the assortments grade upward, the artistic merit of the lamps increased, the second assortment containing beautiful examples of modern art in conventional treatments. The third and fourth assortments show overlay work in Adam, Gothic, Empire and Renaissance designs in all finishes. The highest grade assortment consists of beautiful portables, 27 inches high,



One of the handsome electric portables from the line of the Wilkinson Company.

with a shade spread of 19 inches in a variety of shapes. The Empire gilt finish in this grade is exceptionally fine, the delicately wrought filigree work over a panel of bent pink tinted art glass showing to full advantage whether lighted or not. All portables are wired complete, assortment "A" having two lights and key sockets, and the remainder carrying three lights and pull sockets. Their line of adjustable desk and floor lamps is in keeping in both design and finish with the high standard of the gas and electric portable line. The Wilkinson line should receive the attention of every discriminating lamp buyer.

* * *

The Jefferson Glass Company are offering the trade some exceptional opportunities in electric portables and miscellaneous pieces of art glassware now that they have decided to close out this line of ware. The portables and odd pieces were a by-product developed in research work, and consist of various shaped vase bases and mushroom shades in beautiful iridescent colorings. In ceiling bowls and dishes, however, the Jefferson Glass Co. has brought out some remarkably good imitations of old alabaster, the decorations being of a conventional nature as well as figure reliefs. These bowls, as

well as a line of large hanging lanterns, are offered in Nile green, a delicate blue, brown and antique finishes.

* * *

The American Art Glass Co. are showing some new patterns in semi-indirect ceiling fixtures, domes and portables in which the overcast filigree work is exceptionally good. Floral and conventional designs are shown in all the popular finishes.

* * *

The new samples of the Fulper Pottery, "Vasekraft" portables, are now being shown at their New York showrooms. To properly describe the line would take pages so profuse are the glazes and odd shapes. In boudoir lamps they have some delightful little shapes with art glass inserts in the molded shade. These are in crystalline and various matte glazes, of which the chocolate matte is particularly interesting.

Other forms and glazes offered in the collection are a four-handled vase-shaped portable in black and blue flambe, with sea green incisions in the shade; a curved stem and flat base lamp in a beautiful yellow and blue flambe, the glass inserts being in various tints of red, orange and pale yellow; a ginger jar shape in yellow and green flambe glaze, with a jeweled shade; a large curved base portable in black and blue flambe, and a charming little lamp with a wonderful black and blue sky flambe. The entire line is one of distinctive models and glazes and must be seen to be appreciated.

RECEIVER APPOINTED FOR LAMP SHADE CONCERN

FOLLOWING the filing of a petition in bankruptcy against the American Lamp Shade Co., doing business at 512 West Thirty-sixth Street, New York, Judge Hough, of the United States District Court, appointed W. L. Bryant receiver. The creditors and amounts involved are as follows: Philip Freeman & Bros., \$129; the Charles Parker Co., \$116; the Paul Pessinack Glass Co., \$143, and the Dannenhoffer Glass Works, \$365. The petition was filed because creditors learned that the sheriff had taken possession of the place on an execution for \$1,769. Assets are estimated at \$2,000. The company was incorporated on August 4, 1910, with capital stock of \$15,000.

JUNE—The Month of Brides and Cut Glass

(Continued from page 12)

they are now held at a suitable distance by the police and cannot satisfy their curiosity with the freedom enjoyed by the early spectators.

In England slices of the bridecake were three times, sometimes nine times, put through the wedding ring, which were afterward laid under the pillows of the young people when going to bed, for the purpose of making them dream of their lovers, or of exciting dreams of love and marriages.

There was an old German custom where the bride, on being conducted to her chamber, would remove her shoe and throw it among the bystanders, and whoever caught it would soon be happily married.

There was also an old superstition that for a bride to have good fortune she must enter the house under two drawn swords in the shape of a St. Andrew's cross. Then there was the unpleasant superstition that whoever should walk under a ladder would not be married that year. There was strong feeling, too, concerning the lucky and unlucky times of the year to marry. None ever wedded on Childermas day, and the month of May was conceded to bring bad luck if chosen for a wedding. "No couple chooses to marry except with a growing moon, and some even wish for a flowing tide."

There was a curious superstition that if the youngest daughter of a family should marry before her older sisters they must all dance at her wedding without shoes. This will in the end procure them husbands. Again, that the bride should not step over the threshold of her husband's house the first time, but should be lifted over by her nearest relatives. She was also to knit her fillets to the doorpost and anoint the sides to foil the mischief of witches. Bad weather was considered to be most unlucky for the wedding day, and it was unfortunate if the bride did not weep on her nuptial day.

A bride often tried by means of a peapod to discover whether she still held the affection of the bridegroom. She selected one growing on the stem, and, when snatching it away quickly, if the peas remaining in the husk were preserved, it was a good omen. It was also considered a bad omen for a dog to pass between a couple to be married, so great care was taken to prevent this catastrophe; and great attention was paid to leaving the bridegroom's left shoe without buckle or latchet, which was a preventive against the influence of witches.

Indeed, the superstitions of all nations concerning marriages are innumerable.

The bride who finds a spider on her wedding dress may consider herself blessed.

If the bridegroom carries a miniature horseshoe in his pocket he will always have good luck.

Kiss a bride after the ceremony and before the newly made husband has a chance to do so, and one will have excellent luck throughout the year.

Girls eager to wed should never let dishwater come to the boiling point. It means they will not marry for a long time.

There is still another superstition, poetically rendered, that a bride's wardrobe must contain "Something old, and something new; something borrowed, something blue."

To lose the wedding ring in the first month of marriage augurs great misfortune. To lose it at any time is supposed to predict a calamity.

These old-time marriages were often hard-driven bargains, which unblushingly displayed a good deal of unlovely human selfishness. Yet the rough June knots that were tied a thousand years ago held faster than many of the be-ribboned and be-jeweled bonds we so genteelly adjust today.

It is important to have the price right, but it is even more important to have the goods right.

All cheap goods is pretty apt to mean all cheap customers, but no cheap goods is very likely to mean no customers at all.

The man who sits back and waits for an opportunity won't have long to wait before he will see one go by arm in arm with some fellow who has been after it.

Among the Potters

A column of short notes from the Potteries.—New concerns and Changes in the old.

NEWELL, W. Va.—Ground has been procured and plans drawn for doubling the capacity of the Edwin M. Knowles China Co.'s plant here. The firm recently completed a modern 15-kiln plant and a general office building. Ground east of this office building has been purchased upon which the firm will build an addition to correspond with the capacity of its first plant. Clays will be worked from east and west wings to the centre, so that all business will terminate in the centre of the combined plants or at the new office building. It will be probably a year before any work is done on this new addition. With such an addition completed, Newell will be the largest general pottery producing point in West Virginia. The Homer Laughlin China Co. has 44 kilns in operation there, and the E. M. Knowles Co. will have 30 kilns, or a total kiln capacity in the new town of 74 kilns—almost equal to the capacity of East Liverpool, O., proper.

* * *

Calgary, Canada.—Eric Buckler, of this city, has just returned from a visit abroad and is accompanied by a member of the china manufacturing firm of Doultons, Ltd. The potter is here to examine the china clay deposits of South Alberta, and if these and other conditions meet with his approval it is possible a factory will be established.

* * *

Mt. Clemens, Mich.—By the establishment of a pottery here by Charles E. Doll, of East Palestine, O., this will be the first pottery to be established in the state. In the past, there has been a small amount of stoneware manufactured in Michigan, but never before has any general or domestic ware been manufactured. There is a large outlet in Michigan for domestic pottery, and there is no question but what a Michigan pottery will be able to market all of its product, or nearly all of it, within its own boundary. Mr. Doll has spent some time in East Liverpool, O., of late, talking with modelers about molds for the dinner shapes and specialties which will be manufactured in the new plant. The plant has already been financed and incorporated and ground is to be broken for the foundation of the structure as early as weather conditions will permit. The main building will be one story and built of brick, after the plan of the Sebring shops, and will be equipped with the most approved and up-to-date pottery machinery. The promoter, Charles E. Doll, who has been associated with the W. S. George Pottery Company, of East Palestine, O., for the past 14 years in the capacity of office man and salesman,

had a contract with the firm which was not to expire until December 1, 1916, but the firm granted him a release in order that he might carry out his new undertaking.

* * *

Dallas, Tex.—During a hearing before the Board of City Commissioners recently relative to the closing of a part of Locust Street from the Terminal Railway tracks to Ask Lane, the announcement was made by T. W. Moore, representing Ed Tarver, that a large pottery concern had agreed to take the site on the street thus vacated and locate in Dallas. Mr. Moore declined to give the name of the concern or from what city it would come, but said that it would erect a building costing \$30,000 or \$40,000 and would employ about 125 persons.

POTTERS FIND FEURIT EXTREMELY USEFUL

RE-ORDERS and severe tests, by both pottery and glass manufacturers, have proven conclusively that "Feurit" a preparation, put on the market by Herold & Jarrett, New York, possesses all the merit claimed for it as a heat resistant. While in the Ohio pottery district recently, Charles Herold, of the firm, had occasion to try out Feurit as heat resistant, and in every instance the result was highly satisfactory. At the Monaca, Pa., plant of the Phoenix Glass Company, Mr. Herold mended a pot under fire in the presence of Superintendent T. W. McCreary. The hole in the pot was about the size of an English walnut. It was quickly and completely closed with a mixture consisting of two parts Feurit, one part English ball clay mixed with silicate of soda, and with enough dextrine added to give the mixture the consistency of putty. Sufficient of this mixture was placed on a hoe shaped tool and quickly pressed into the hole, where it fused with the pot and hardened in a few seconds to such an extent that it could not be poked loose with an iron bar. Another interesting test was made at the pottery of The C. C. Thompson Co., East Liverpool, where a number of cracks in the decorating kilns were successfully closed up, using a thick mixture of Feurit and silicate of soda. Feurit has been endorsed by many of the leading china and glass manufacturers, and has met the claims of its manufacturers in every test. In the glass industry pots can be mended under fire at any temperature, and the life of pots, glory holes, pot rings, etc., materially prolonged when Feurit is used. It has been found most satisfactory in preventing the cracking and breaking of saggars due to expansion and contraction when subject to sudden changes of temperature, thereby enabling the kilns to be cooled as rapidly as possible, which in itself is a great saving of time. Among the concerns who have tried out Feurit and have re-ordered are The Smith-Phillips China Co., The C. C. Thompson Pottery Co., D. E. McNicol Pottery Co., U. S. Mint, Greenwood Pottery Co., Keystone Pottery Co. and the Brooklyn Union Gas Co.

Among the Glass Houses

A Column of Short Notes of Interest from the Cut Glass Trade.

BATAVIA, N. Y.—The controlling interest in the Buffalo Cut Glass Co. has been acquired by Joseph Schmidt, who has purchased the interests of R. J. Kallikan and the Estate of D. J. McGettigan. Mr. Schmidt was formerly interested in the plant, holding a one-third interest, and has now taken over the entire plant and business of the company.

Omaha, Neb.—The former plant of the Queen City Cut Glass Co., Rochester, Minn., has been taken over and reorganized in this city as the Omaha Cut Glass Works, the officers under the incorporation papers being: W. A. Gordon, president; Charles L. White, vice-president; E. F. Eddy, secretary and treasurer. The company has a capital stock of \$50,000, all of which is held by local interests. The factory will be under Messrs. Swanson and Peterson, who, together with Mr. White, were with the Queen City Company at Rochester, Minn. The company has leased premises 33 by 132 feet and began operations last month with eighteen operatives.

Indianapolis, Ind.—The Monument Cut Glass Company, of this city, has been incorporated with a capital stock of \$10,000. The incorporators were: H. A. Moberly, H. J. Ransburg and A. C. White.

New York City, N. Y.—The Consolidated Cut Glass Company, an organization of experienced cut glass men, was incorporated at Albany last month and have established a factory at Suffern, N. Y., a short distance outside of New York City. Richard Kohn, formerly New York selling agent for the J. D. Bergen Company, is at the head of the concern and in charge of the selling end of the business, with headquarters in New York City. W. H. Pooley and F. L. Thieme are also interested and will look after the credit and factory end of the business. The first pieces of ware produced at the new plant were shown in New York last week and caused much favorable comment. The company occupies its own buildings, the main plant when completed being three stories in height on a plot 50 by 100 feet. A smaller building, two stories high, will be used for packing, etc., and will contain the acid room.

IMPORTERS ORGANIZE NATION-WIDE ASSOCIATION

FOR the purpose of promoting harmony and co-operation among its members and to assist in the prevention of improper practices in relation to importations, an association incorporated under the laws of the State of New York was recently organized as "The American Importer's Association, U. S. A., Inc." The association will pay particular attention to unlawful importations, especially as they relate to undervaluations.

Henry D. Cooper, of James F. White & Co., linen importers of this city, has been chosen President, and among the promoters of the association are Lee Kohns, of L. Straus & Sons; Max Neuburger, of Neuburger & Co., Albert Lorsch, of Albert Lorsch & Co., and Robert T. Fox, of New York.

OBITUARY

MOSES CALLEAR.

MOSSES CALLEAR, one of the owners of the Lamberton Pottery and a prominent resident of Trenton, New Jersey, died on the 6th instant. Mr. Callear has been in failing health for some time, and his death was not unexpected. He is survived by his wife and one daughter. Mr. Callear was born in Staffordshire, England, 66 years ago, and at an early age came to this country. He became interested in the pottery business with the Glasgow Pottery, then known as the John Moses Pottery, at Trenton. Mr. Moses soon recognized his worth, and he was promoted to a foremanship. He afterwards became general manager of the plant. Several years later he moved to East Liverpool, Ohio, where he became head of the Wallace Chetwin Pottery, remaining with them for several years. He next became general manager of the Knowles, Taylor & Knowles Pottery of East Liverpool, remaining with that firm for a number of years. While with the above concern he conceived the idea of vitrifying sanitary goods. Desiring to promote his idea, he moved to Baltimore, and there perfected the vitrification of sanitary goods at the Brown Pottery. This method at that time was considered an impossibility by the potters, and Mr. Callear was looked upon as a leader in his trade. About this time the Maddox Pottery of Trenton, realizing Mr. Callear's ability, induced him to move to Trenton and become a partner in the Lamberton Works.

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Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities. None.

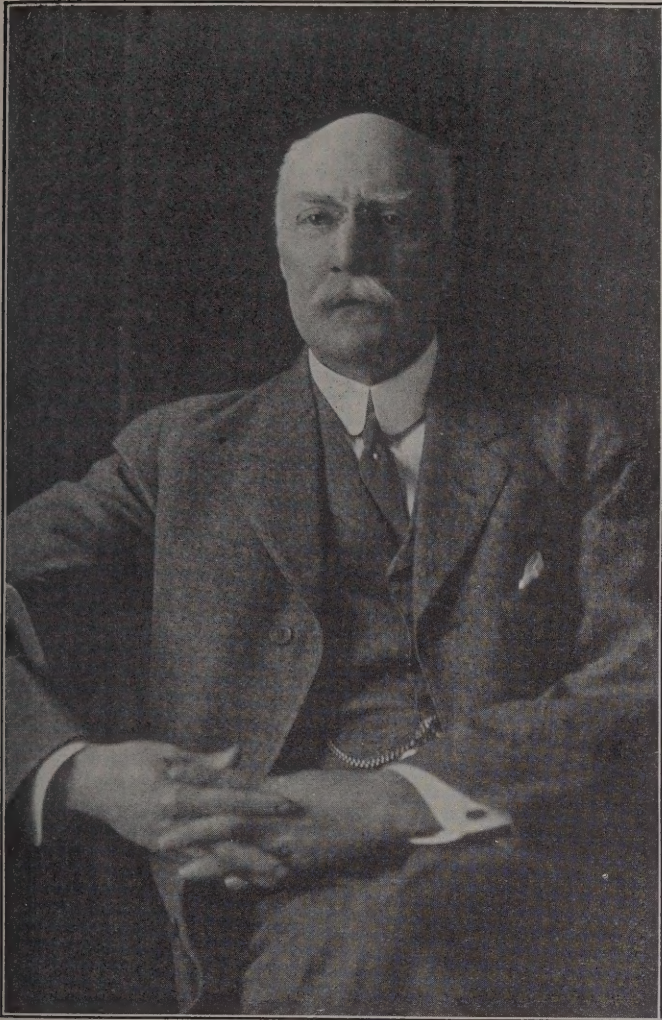
(Signed) E. J. HUOTT,
Business Manager.

Sworn to and subscribed before me this 11th day of March, 1914. John S. Potter, Notary Public (No. 73),
New York County.

[SEAL]

(My commission expires March 30, 1914.)

OBITUARY



EDGAR WADE ABBOT.

AFTER a long illness Edgar W. Abbot, vice-president of the Haviland & Abbot Co., New York, and one of the leading figures in the crockery trade, died at his home in Brooklyn last month. Born and raised in Brooklyn, Mr. Abbot, after completing his studies at the Brooklyn Polytechnic Institute, entered the employment of C. D. Pratt, an importer of Vienna fancy goods, in New York. A few years later, together with a fellow employee, Mr. Abbot organized the firm of Boyd & Abbot, to conduct an importing business in Vienna fancy goods. He was very successful in this undertaking, and in 1890 he became associated with the china importing firm of O. A. Gager & Co., of which his brother, Frank P. Abbot, was then a member. Upon the death of Mr. Gager, a few years later, the firm was reorganized as Haviland & Abbot, the partners being Frederick Haviland, Frank P. Abbott and Edgar W. Abbot. Besides achieving great success in business life, Mr. Abbot was a man of rare attainment in art and literature. He was an exceptionally fine designer, and also wrote many poems, the most successful one, perhaps, being "The Poppy Land Express." Mr. Abbot was a man of quiet demeanor who found his greatest pleasure with his family, his books and art.

He is survived by a widow and two daughters, and Frank P. Abbot, his brother.

EDMUND J. CONRAD.

EDMUND J. CONRAD, for many years connected with crockery trade as a confidential man to Herman C. Kupper, and his predecessors, died at his home in Suffern, N. Y., on March 29 of heart trouble. Mr. Conrad was fifty-three years of age and was born in New York. After a brief business experience he became connected with Herman Trost, Murray Street, New York. He remained with the house when Chas. Ahrenfeld & Sons took over the business and when they were in turn succeeded by Herman C. Kupper.

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PROPOSALS FOR INDIAN SUPPLIES.—Department of the Interior, Office of Indian Affairs, Washington, D. C., March 17, 1914. Sealed proposals, plainly marked on the outside of the sealed envelope: "Proposals for furniture, etc.," as the case may be, and addressed to the "Commissioner of Indian Affairs, 600 South Broadway, St. Louis, Mo." will be received until 2 o'clock p. m., of Monday, May 11, 1914, and then opened, for furnishing the Indian Service with furniture, harness, leather, paints, oils, glass, tinware, stoves, hardware, boots and shoes, medical supplies, etc. Bids must be made out on Government blanks. Schedules giving all necessary information for bidders will be furnished upon application to the Indian Office, Washington, D. C., and the U. S. Indian Warehouses at New York City, Chicago, St. Louis, Omaha, and San Francisco. The Department reserves the right to reject any and all bids, or any part of any bid. CATO SELLS, Commissioner.

Write for Our Colored Catalog



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6 inch Fern Dish Filling in Silver Card-board Dish ready to put in any fern dish, filled full \$4.50 per doz.

Japanese Air Plants, large bunches \$4.50 per 100, \$40.00 per 1000.

The Botanical Decorating Company
504 S. Fifth Avenue Chicago, Ill.

The DECORATIVE FURNISHER



FEBRUARY 1910
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IF YOU CARRY ART FURNITURE PIECES WHICH GO WITH FINE CHINA AND GLASS, YOU SHOULD READ THE DECORATIVE FURNISHER

It will keep you informed concerning cabinets, stands, trays, etc., which are used with decorative china, pottery and glass in the home and will acquaint you with the leading makers of such furniture. Subscription price, \$2.00 a year.

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W A N T E D

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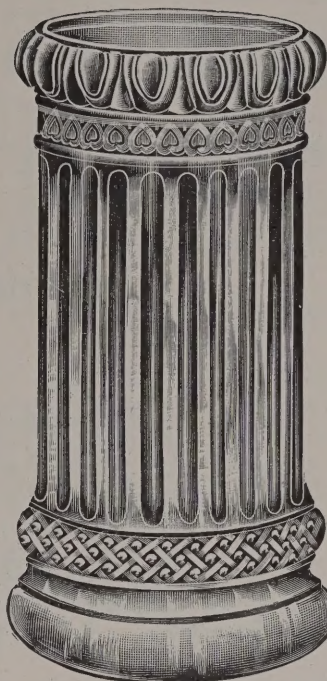
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(For NEW YORK SECTION see page 31)

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gether with a classification of
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PRICE 25 CENTS

FOLLOWING out the progressive policy of this magazine to
institute any new feature which would be of interest to the
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directory of the manufacturers, selling agents, importers and jobbers
of pottery, glass, art metal lamps, lighting fixtures and the principal
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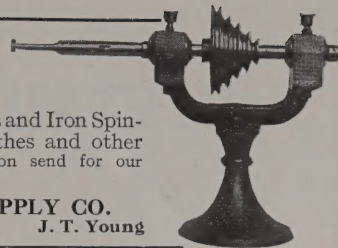
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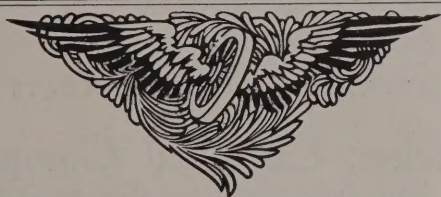
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1. Will it pay to add a china decorating department to my store?—An article taking up in detail the advantages of carrying china and materials for amateur china decorators, and giving reasons why it is profitable to feature special monogram china. It also tells how to start such departments and the stock required.

2. A dictionary of pottery terms.—This will be the caption to a series of practical articles giving brief, yet comprehensive, information on every item used in, or connected with, the pottery and glassware trades. The stories will be popular as well as technical and will run the gamut from *antimony* to *zinc oxide*.

3. What is the matter with me?—The story of six average merchants who had good stock, splendid locations, excellent help, strong backing, but who never seemed to prosper as they should. An expert analyzed their situations and we have the tabulated results. The things which held them back may be retarding you, also. Read the story and find out.

4. How much should I set aside for advertising?—A symposium from a dozen representative firms, with a tabulation of the general average.

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6. The selling price spectre.—What shall I sell this article for? That is the question constantly confronting you, and we have gone a long way towards answering it in this article. There is also a great deal about competition and store profits, and a scheme for determining prices that does away with uncertain juggling.

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